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Alicia Milla

*University of San Diego*

Alexis Rodriguez

*University of San Diego*

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Development of a Proposed Community Action Plan for the

Juvenile Diabetes Research Foundation

Alicia Milla and Alexis Rodriguez

University of San Diego

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## **Development of a Proposed Community Action Plan**

### **Identification**

The Juvenile Diabetes Research Foundation (JDRF) is a national organization that was started back in 1970 by two mothers of sons with type 1 diabetes. JDRF has chapters all over the United States and affiliates in eight countries around the globe. Its mission is to find a cure for diabetes and its complications through the support of research. Since its founding, JDRF has awarded more than \$1.5 billion to diabetes research around the world, including \$9.9 million of research in San Diego. JDRF is currently funding research in local institutions such as UCSD's Pediatric Diabetes Research Center, The La Jolla Institute of Allergy & Immunology and Scripps Research Institute, among others.

JDRF is a volunteer-driven organization with thousands of volunteers in locations worldwide. While JDRF is working hard to find a cure and improve the lives of those living with type 1 diabetes, it also has a goal of providing volunteer-led support programs to people with type 1 diabetes and their families. These programs are intended to offer help in managing the health of those with diabetes as well as their family's health. JDRF San Diego's support programs include the following: Family Network – monthly informal events for families; Bag of Hope – books and educational materials for newly diagnosed children; Diabuddies – a mentoring program for young people with type 1 diabetes; Parent Coffees – monthly parents-only gatherings held throughout San Diego; and Online Support to help people stay connected online.

JDRF's family network consists of families from all over San Diego. There are over 700 families from the South Bay area on the San Diego Family Network list and have received a Bag of Hope from the JDRF office. However, there is only one Parent Coffee held every other month and one annual Family Network event offered in the South Bay. Both of these events are held in

Chula Vista on days and at times that may not accommodate many of the families in the South Bay.

Although these support programs are organized and coordinated by volunteers, the Family Network and Parent Coffees work through the JDRF San Diego office. JDRF is supposed to provide the valuable information to educate about type 1 diabetes and resources for newly diagnosed children to people with diabetes and their families. With a limited amount of information and resources in Spanish given to local chapters by the JDRF national office, JDRF San Diego is challenged with providing adequate information to its Spanish-speaking families. Improving accessibility to Spanish materials may help JDRF San Diego provide better outreach to the existing families and possibly new families in the South Bay community.

JDRF San Diego is challenged with being able to provide outreach support to families in the South Bay area. Alicia Milla and Alexis Rodriguez will work as a team to develop a proposed Community Action Plan to assist the San Diego chapter of JDRF in becoming more responsive to the South Bay community. Geographically, this community includes: Chula Vista, National City, Otay Mesa, Imperial Beach and Nestor.

It is important to note that National City is the city with the highest rate of type 2 diabetes in San Diego County, (KPBS, October, 2009). Milla and Rodriguez have therefore decided to focus the JDRF Community Action Plan in National City, the poorest municipality in San Diego County (Sharma, October 12, 2009), where population is 60% Latino and has the highest type 2 diabetes rate. Even though diabetes is so prevalent in communities, few people know that there are major differences between type 1 and type 2 diabetes. Type 1 diabetes, also known as insulin-dependent, is an autoimmune disease that is typically diagnosed in childhood (JDRF, 2011). Type 2 diabetes, non-insulin-dependent, is a metabolic disorder that is usually developed

in adults, but has started to appear more often in children (JDRF, 2011). Type 1 diabetes cannot be prevented; however type 2 diabetes can be avoided with a healthy lifestyle (JDRF, 2011). By getting the word out and educating people about the different kinds of diabetes that affect millions of people today, the South Bay Community Action Plan has the potential to provide benefits for both the National City community and JDRF.

The team has identified JDRF's issue of outreach in the South Bay which has the potential of building bridges to a broader constituency. The issue has been evaluated by using the following five criteria from Professor Mike Eichler:

1) Winnable – JDRF's Executive Director, President of the Board of Directors and Outreach Manager are interested in strengthening the Foundation's outreach in the South Bay

2) Short-term - JDRF support programs and activities can be implemented in National City and further to the other South Bay cities within a time frame of three to six months.

3) Roles –Existing JDRF volunteers from the South Bay area have been identified to assist with leading and recruiting others to carry out the action plan.

4) Significant – Assisting with the JDRF South Bay Community Action plan may lead the community to feel that their achievements have helped to provide crucial support and education about diabetes to other families in the area.

5) Lead to something else – The successful execution of this plan could lead to spreading awareness of JDRF and managing type 1 diabetes to people that have never heard of the Foundation before. New relationships may be formed between JDRF and the South Bay communities which could help JDRF introduce other educational programs such as the Kids Walk to Cure to schools in the South Bay. This could also be an opportunity for JDRF San Diego to collaborate with its JDRF affiliate in Mexico and build a stronger relationship between

the two. The affiliate chapter in Mexico has all texts, brochures, and support materials already in Spanish, while the JDRF in the USA would have to translate and produce those materials. A strong cross-border collaboration and partnership between the Mexico JDRF affiliate and JDRF San Diego can emerge. Finally, the South Bay Community Action Plan could be a model for other JDRF chapters that are struggling to reach out to communities along the Mexico border or that are predominantly Spanish-speaking communities.

### **Assessment**

Diabetes is a devastating disease that affects millions of people around the world. There are currently 26 million Americans have diabetes. In the United States a new case of diabetes is diagnosed every 30 seconds (JDRF, 2011). People with diabetes are faced with daily challenges of living with this disease. A new diagnosis of type 1 diabetes can spark a range of reactions and emotions that may be difficult to deal with alone. It is for this very reason that the JDRF Outreach Program was formed by individuals and families with type 1 diabetes. The JDRF Outreach Program offers information and resources about type 1 diabetes, diabetes research, and how best to manage and deal with this disease (JDRF Outreach Manual, 2011).

JDRF provides a Bag of Hope (BOH) to families who are newly diagnosed with type 1 diabetes. The BOH includes educational materials about living with type 1 diabetes for children and adults (JDRF, 2011). The materials in the Bag of Hope have primarily been in English. This leads JDRF San Diego to believe that one reason the Latino families in the South Bay do not pursue a second contact with JDRF is due to lack of Spanish resources.

JDRF currently offers a limited amount of information regarding diabetes and diabetes management written in Spanish. The JDRF national website includes a list of Spanish resources. However, that list is written in English. Although the list includes links that will take a person to

external websites for Spanish resources, it does not accommodate those who cannot read English. By improving the accessibility to resources in Spanish and the quality of information provided to Spanish-speaking families, JDRF may be able to achieve more effective outreach in the South Bay communities.

### **Who are the potential partners?**

The potential partners for the South Bay community action plan may include: JDRF Mexico, one of JDRF's eight international affiliates, can be a strong partner in the South Bay community action plan. Not only does JDRF Mexico have materials that are in Spanish, they may be able to help translate English materials from JDRF San Diego into Spanish materials. A challenge is that JDRF San Diego currently does not have a relationship with its affiliate south of the border. The hope is that Fundación Investigación en Diabetes (FIND) and JDRF San Diego will work together to create Spanish resources while strengthening their relations with one another.

The American Diabetes Association (ADA) San Diego would also make a phenomenal partner in the South Bay community action plan. ADA mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes (ADA, 2011). JDRF and ADA have been seen as competitors over the years because they share a substantial number of donors and constituents in the San Diego community. The importance of educating and spreading awareness of type 1 and type 2 diabetes outweighs this rivalry. ADA San Diego currently has an event in November named "Conferencia," an educational conference dedicated to informing the Latino community focused on the health dangers associated with diabetes (ADA, 2011). Our team will research the Conferencia in further detail.

Another potential partner could be Taking Control of Your Diabetes (TCOYD). TCOYD is a nonprofit 501(c)3 charitable organization dedicated to educating and motivating people with diabetes and their loved ones to take a more active role in their own health and to provide continuing diabetes education to medical professionals to better care for their patients (TCOYD, 2011). TCOYD holds several conferences and mini-series sessions for our Latino diabetes communities. These one-of-a-kind events bring together Spanish speaking diabetes experts with Latinos to educate and empower them to take control of their diabetes and live a healthy life with their condition. These programs are held entirely in Spanish and feature topics such as diabetes treatments, stress management, proper diet and exercise as well as health fairs, screenings and one-on-one advice from diabetes professionals.

An additional potential partner could be Project Dulce. Project Dulce is a project of Scripps Whittier Diabetes a diabetes care and education program that addresses the specific needs of culturally diverse populations (<http://www.scripps.org/services/diabetes/project-dulce>). The program is dedicated to “Diabetes Excellence Across Communities,” with a mission of improving the lives of people with diabetes through culturally appropriate, community-based diabetes management, education and support programs (<http://www.scripps.org>). Project Dulce currently has programs and classes around San Diego County including National City and Chula Vista.

Another potential partner is Olivewood Gardens, located in the heart of National City, walking distance from the famous Mile of Cars. The Mission of Olivewood Gardens and Learning Center is to connect and motivate students and families from diverse backgrounds through organic gardening, environmental stewardship, and nutrition education, empowering them to be healthy and active citizens



**What “community” are you going to analyze?**

The “community” that we will analyze will be the South Bay community of San Diego. Presently, JDRF has a list of 700 families from the South Bay area that are affected by type 1 diabetes. We will reach out to these families that already have a connection to JDRF starting with those that are located specifically in National City. We will start calling and meeting the families that called JDRF and received the Bag of Hope but did not pursue the relationship with JDRF and its support group in Chula Vista. Contacting these families and finding out what kept them from pursuing and strengthening the relationship is crucial to the success of the South Bay Diabetes Outreach Community Action Plan.

**What is the impact on the community?**

The South Bay community action plan will potentially have an impact on increasing education and awareness of both type 1 and type 2 diabetes. It will also provide sufficient resources that will assist in managing the health of those with diabetes as well as their family’s health. We hope the impact will include building the social capital in National City and other areas in the South Bay community. Eichler (2007) defines social capital as a series of relationships that create social networks and people helping one other. The plan can help people get to know one another while working on ways of providing support to each other.

**What are the assets of the community?**

In the next few weeks, we will be investigating what the assets are in National City. At this time, we are assuming that the National School District, Churches and Olivewood Gardens are assets in the community.

**What is the self-interest of key stakeholders?**

JDRF is one of the key stakeholders of the community action plan. Its self-interest is to enhance the awareness and strengthen relationships of JDRF among families in the South Bay. JDRF also has a self-interest of encouraging membership and participation in its organization by demonstrating the value of JDRF to all how hope for a cure to type 1 and its complications (JDRF Outreach Manual, 2011). Other stakeholders are JDRF's key volunteers in the South Bay. These volunteers are also parents of children with type 1 diabetes which means their self-interest includes: gaining a stronger support system in their community, getting adequate resources and information about diabetes and diabetes management and the satisfaction of doing something to help themselves and other parents of children with type 1.

#### **What are the roles for each stakeholder?**

JDRF is the anchor organization that we are partnering with and it will be used to validate our work within the community. The key volunteers will ideally be the leaders of the action plan in the community.

#### **What are the potential strategies to be employed?**

We will begin by holding one-on-one meetings with the families that have expressed the need for Spanish resources and JDRF support programs in the South Bay communities. We will also contact the families from National City to identify what their needs are. We will look for assets within the community by contacting local leaders in National City. Another way to identify assets will be for us to visit different locations and talk to people.

There is also an opportunity for our team to reach out to the South Bay community that does not have an existing relationship with JDRF. Reaching out to the broader community can be accomplished by holding a meeting at one of National City's assets such as one of its churches or schools.

**Intervention**

Alicia Milla and Alexis Rodriguez will work as a team to develop a proposed community action plan to assist the San Diego chapter of Juvenile Diabetes Research Foundation (JDRF) in becoming more responsive to the South Bay community. With a limited amount of information and resources in Spanish given to local chapters by the JDRF national office, JDRF San Diego is challenged with providing adequate information to its Spanish-speaking families.

The most important intervention strategy for this community action plan will be establishing contact with the South Bay community. Presently, JDRF has a list of 700 families from the South Bay area. From the list, we will select 50 parents as our initial outreach. Our plan will be to first contact the families with children that have been diagnosed within the last year, then we will reach out to families with children that were diagnosed more than one year ago. Our rationale is based on the assumption that the parents of most recently diagnosed children will be more receptive to us. We will begin by targeting National City and expand the radius to other South Bay cities.

Before the families are contacted, we will first meet with JDRF's key volunteers and parents of children with type 1 diabetes. Gloria Valadez is one key volunteer that lives in the South Bay community, has been involved with JDRF for numerous years as a mentor to newly diagnosed families and participated in the family network events and parent coffees. She is a major asset as she is fluent in Spanish, knows JDRF and lives in the target community. Kim Bush will be the second volunteer we meet with. Kim also lives in the South Bay and has been involved with the JDRF chapter as the host of the Parent Coffees that used to be held in Chula Vista. These Parent Coffees are currently on an indefinite hiatus. The third volunteer and parent that we will speak with is Lisa Lamb, the current Family Network coordinator. Lisa has been

coordinating the Family Network events for several years and will be able to provide us with valuable information about the events.

We will meet with the volunteers on a one to one basis, in order to listen carefully what their perceptions of the South Bay community are and to explore through their answers what has been their experience in the outreach efforts.

The next step in our strategic intervention will be to call the first 50 parents. Our first contact with them will be done by phone. If the contact by phone is not possible for a variety of reasons, then we will go in person to their homes in order to make that initial contact.

Milla and Rodriguez have prepared the questions for our initial conversation with our target community. These questions were presented to and approved by Janette Wilke, Outreach Manager, of JDRF San Diego. Our basic assumption is that our targeted audience received the Bag of Hope and a call following the diagnosis date.

**Proposed questions for the initial conversation:**

We will introduce ourselves and state that we are students from USD working on a project with JDRF in the South Bay community in order to identify better ways in which families can network and support each other in the community.

1. How are you and your son or daughter doing since the diagnosis date?
2. Concerning the materials in the Bag of Hope. What did you find most useful? What did you find least useful?

-Depending on the answer, if they have not read the materials, ask: Why?

3. Would you have read the materials if they were in another language? (We are assuming that the majority of the answers will be Spanish based on demographic statistics, however, we want

to keep it open to any language because we might learn more from the community and its needs.

There may be other groups in need of materials in other languages.)

4. Now that \_\_\_\_ months have passed, looking back, is there anything that you feel would have helped you if we had included it in the Bag of Hope?

5. Thank you. Mr. /Mrs. \_\_\_\_\_ this is the kind of information we need to find out directly from you, so that we can make those materials available to you and to families, who like you, would benefit from them. We will not be able to do this without you. We need your help to express if there is a need for materials in Spanish. So we are contacting many other families like you in the South Bay community. We want to know if materials in Spanish are something that will work for you.

6. Have you ever attended Family network events of Parent Coffees?

-If the answer is “yes” – Good, tell me about it. What was the most helpful?

-If the answer is “no”- Why?

7. Would you and your family be happy to attend these events if they were at a time that would be a better schedule for your family?

8. Would you be happy to attend if they took place in National City?

9. We want to know if these kinds of events will work for you.

10. Do you know of other parents/families that would benefit from these events in the South Bay area?

11. Is there anything that you can think of that would be good for you and for other parents in the area that we have not addressed yet?

12. Is there anybody or any organization or institution (e.g. school, medical center, church), that you think we should contact? Is there anybody in particular, within that organization that you know and would you introduce us to them?

An important partner that we have identified is Fundación Investigación en Diabetes, A.C. (FIND), the JDRF affiliate organization in Mexico. We have initiated contact with FIND via Consultores en Comunicación, the Public Relations and Communication agency listed as the contact on the FIND website. The consulting agency requested an e-mail from us outlining the project in order to channel it to FIND.

Accordingly an introductory e-mail was sent on June 21, 2011 introducing Milla and Rodriguez as USD LEAD 507 students working on a Community Action Plan project addressing the challenge that the San Diego chapter of JDRF faces in providing adequate information to its Spanish-speaking families. The e-mail further explained demographics in the South Bay area, and the need of Spanish materials, that FIND Mexico has available and could be adapted to serve the Spanish-speaking community in South Bay. The PR firm acknowledged receipt of our initial communication and responded that they will channel it accordingly.

We plan to use JDRF's connections in the diabetes community to create new relationships and strengthen existing ones. Potential identified partners are the American Diabetes Association (ADA), Taking Control of Your Diabetes (TCOYD) and Project Dulce. JDRF's connections are an important resource that will be utilized to collect information from these organizations about what they are doing in the South Bay in regards to providing support and resources about diabetes management.

Olivewood Gardens is the sister organization of the International Community Foundation, Alicia Milla's employer. The already established relationship between these two

organizations is a resource that can serve the community of South Bay parents to do their first National City Parent Picnic in Olivewood gardens at no cost for the venue.

Depending on what the South Bay community tells the organizers, JDRF may have to function differently in the future. We have to listen to them and understand their needs in order to find out what will work for them. Our educated guess and present assumptions are that low participation and involvement from the South Bay community is due to distance and timing of events not compatible with their schedules and lifestyle. It may also be from the need of Spanish speaking materials. If these assumptions prove to be true JDRF would have to make some adjustments by including Spanish materials in the Bag of Hope. Other suggestions to change may come from learning more about the needs and lifestyles of the community in South Bay. The community might come up with ideas of other kinds of events that they are more likely to participate in. In addition to barriers of language and distance there are bound to be cultural differences. JDRF might choose to consider those options if they do emerge.

As part of the intervention we will also contact other nonprofit organizations that we think could be potential partners in the community action plan. The three organizations that we will start with are: the American Diabetes Association (ADA), Taking Control of Your Diabetes (TCOYD) and Project Dulce developed by the Scripps Whittier Institute. Our objective will be to meet with a representative from each nonprofit organization.

ADA San Diego currently offers programs such as Family Link that provides parent volunteers to help families with children and teens with type 1 diabetes through the daily challenges of diabetes. They plan to host Conferencia, an educational conference predominantly in Spanish dedicated to informing the Latino community about diabetes with a heavy focus on the health dangers associated with type 2 diabetes. According to Ana Gonzalez, the ADA staff

member who handles the Latino programs, they are expecting 1,000 people to attend this first time event in Chula Vista.

TCOYD has San Diego programs including TCOYD Latino that focuses on encouraging people with diabetes to take a more active role in managing their condition. TCOYD Latino offers events that bring together Spanish-speaking diabetes experts with Latinos to educate and empower them to take control of their diabetes. These MiniSeries conferences are for people with type 1 and type 2 diabetes and held at the San Diego Health Center in the South Bay. Antonio Huerta is the TCOYD Director of Latino Programs in San Diego. He will be the TCOYD representative that our team will contact to learn more about their programs and services in the South Bay.

Project Dulce, a program developed by Scripps Whittier Diabetes, is dedicated to “Diabetes Excellence Across Communities,” with a mission of improving the lives of people with diabetes through culturally appropriate, community-based diabetes management, education and support programs. Scripps Whittier Diabetes has created informational handouts about diabetes management in seven different languages including Spanish. Since JDRF currently has limited information about diabetes management in Spanish or any other language besides English, they could refer families to the Scripps Whittier Diabetes website for access to multi-language resources. Our team is interested in finding out what Project Dulce offers at their many program locations across the county including those in the South Bay.

Although all three of these organizations provide information and resources on type 1 diabetes, they focus more heavily on type 2 diabetes. However, our team feels that each will still have a self-interest in the South Bay community action plan. The reason being is that our target community is predominantly Latino. Type 2 diabetes is an urgent health problem among Latinos



with rates of diabetes that almost doubles those of non-Latino whites. The families that we will be analyzing have been affected by type 1 diabetes, but there is a high probability they may have type 2 diabetes or be at risk of being diagnosed in the future. JDRF, ADA, TCOYD and Project Dulce could work together as partners in this plan to provide adequate information about type 1 and type 2 diabetes. Parents will be able to gain valuable resources and support to help manage their child's disease while obtaining educational information on how to manage and prevent the rampant increase of type 2 diabetes.

Olivewood Gardens and Learning Center is a very recently established nonprofit organization (2010). It manages a four acre estate at the heart of National City, donated to the International Community Foundation in 2006. Olivewood Gardens is in its first year of operations and is searching visibility, making a name of its own and exposure to organizations that can service from their programs, as well as potential donors and volunteers. It is in Olivewood Gardens' self-interest to partner with the community and the nonprofit organizations that we are bringing together.

This partnership may offer an opportunity for Olivewood Gardens to be promoted in the newsletter of JDRF distributed among 6,000 subscribers and on JDRF's website. In addition they have recently subcontracted with the County of San Diego HHSA as a Community-based organization in the Resident Leadership Academy. An important part of the contract involves identifying 15 National City residents to participate in the Resident Leadership Academy curriculum that emphasizes community building principles. The JDRF South Bay parents represent an incredible opportunity for Olivewood Gardens to identify those fifteen community leaders. <http://www.sdcounty.ca.gov/hhsa/programs/phs/documents/CPPW-RLA.pdf>

County of San Diego Health and Human Services has an initiative called Communities Putting Prevention to Work (CPPW). It aims at reducing chronic disease through environmental and systems changes that target three focus areas: healthy physical activity, healthy nutrition, and healthy school environments. This initiative ties in perfectly with our Community Action Plan. We will approach them as part of our intervention very early in the process. As soon as we have identified, from our targeted community (the parents), the needs and ideas where CPPW can serve the Community Action Plan.

Milla and Rodriguez have carefully considered the principles of Social Marketing in the intervention and strategy of our Community Action Plan. We have taken into consideration the six human tendencies of behavior and have applied them to the intervention of our South Bay Community Action Plan:

1. Reciprocity: There is a fundamental reciprocity component in all of those we have identified as partners to our Action plan.
  - a) By JDRF providing better outreach, more adequate information about diabetes management in English and Spanish, listening to the needs of the families and encouraging them to start a support group like a Parent Coffee in the South Bay, both JDRF and the families will benefit from this intervention. JDRF will gain better relationships with families which could possibly lead to them being more engaged in the organization. Families may be more apt to volunteer at JDRF's future events and help spread awareness about the organization. JDRF will also gain from listening to this community; there may be suggestions of events or different ideas that might come up which JDRF may share with its National office and international partners. The families stand to gain a better support system that will be more accessible to them and stronger relationships with other parents that are geographically closer to them. Also, those who choose

to become volunteers will gain skills that will benefit them personally, professionally, and will benefit their community.

b) ADA, TCOYD and Project Dulce will also gain from this intervention, since the 700 families in JDRF's list could become potential type 2 diabetes patients, if not informed early about the risks. ADA, TCOYD and Project Dulce will benefit by being able to provide their materials and educational resources in English and Spanish. The families will gain from having access to good preventive information on type 2 diabetes. JDRF and the families will benefit from the Spanish materials that ADA, TCOYD and Project Dulce have.

c) Olivewood Gardens will gain exposure to the public and to be better known throughout the county of San Diego. Since they need income from facility rental they may greatly benefit from this project. The families will benefit by becoming acquainted with Olivewood Gardens, a 4-acre organic garden paradise where they can learn organic gardening and participate in their healthy eating programs.

d) The Communities Putting Prevention to Work (CPPW) will gain from being able to identify the resources in National City that will identify leaders to better the community.

2. Commitment: Milla and Rodriguez are very much aware of the paramount importance of commitment. Without commitment, the plan will not take off. We will make sure that we engage the passion and commitment from the families. Their commitment to actively take a role in creating a support system for themselves and to create a solid self-sustaining community support network is key to the success of the Community Action Plan.

3. Likability: The importance of the likeability of the volunteers that are initiating the support group is essential to the success of the Action Plan. It will ensure that the other parents will be interested and feel comfortable attending the South Bay events.

4. Social Validation: The key volunteers can give the social validation to the intervention by sharing that peer-to-peer experience with the families in the South Bay. They can share information about other JDRF support groups around the county and let them know how many people attend those.
5. Authority: Including the existing JDRF volunteers such as Gloria, Kim, and Lisa as part of the intervention will provide the human tendency of authority. This will convey the necessary trust for people to take the intervention seriously. Gloria, Kim and Lisa are long-time volunteers of JDRF as well as are parents of children with type 1 diabetes. They have been through the anxiety and fear of having a loved one diagnosed and they also have the passion of finding a cure for diabetes. As the organizers, Rodriguez portrays authority and credibility by being an employee of JDRF and Milla has it by being a citizen in the South Bay community.
6. Scarcity: It is a fact that there are currently no JDRF support groups being held in the South Bay area and limited Spanish information that is adequate for families. It is also a fact that there have been no other targeted action plans like this one before. It is a unique opportunity and families will have to understand that if they are going to do something about the lack of support groups in their area, now it is the time to do it. This Community Action Plan is a onetime effort.



**South Bay Community Action Plan - Findings and Recommendations**

**Report Presented to Sean McParland, Executive Director of JDRF San Diego**

On August 5, 2011, Alexis Rodriguez and Alicia Milla had a meeting with Sean McParland, Executive Director of JDRF, to present the methodology, findings and recommendations of the South Bay Community Action Plan. For the sake of space and brevity, this report contains only the recommendations that were presented to the organization and possible outcomes should the agency decide to adopt them.

### **Findings and Recommendations**

The main purpose of the South Bay Community Action plan was to find out why families that live in the South Bay area have a low level of engagement and participation in the JDRF San Diego chapter's support programs such as Parent Coffees and Family Network events.

The original assumption, as we started this project, was that lack of Spanish materials offered by JDRF could be a major factor of why South Bay families do not participate in the organization's support programs and events within San Diego.

### **Methodology**

The methodology was to develop a 13-question interview to better explore the needs of families in the South Bay (Appendix A). For the purpose of this project, the team partnered with Olivewood Gardens, a nonprofit organization located in National City that promotes healthy eating. The team will organize a picnic to reunite the families that we interviewed together with representatives from the National City Collaborative Family Resource Center, National School District, National City Middle School and San Diego State University School of Social Work who will contribute to strengthen the community and will benefit from this Community Action Plan.

We interviewed a total of 11 families, this included two key JDRF volunteers and nine regular families who had received the Bag of Hope; the responded to the questionnaire in which we based our findings. Transcripts of each personal interview are attached to this report.

### **Main Findings**

The team assumed the starting issue was that JDRF is not providing adequate Spanish resources and information to families in the South Bay which may be causing a low level of engagement in that community. This issue proved true; four of the nine families expressed that they would have benefited from Spanish materials since at least one of the parents do not speak English.

However, two stronger issues emerged throughout the interview process. Both of them represented a high percentage rate of response. Six out of nine parents expressed that they very rarely check their emails, so information by regular mail would be more effective in keeping them engaged with JDRF and would probably elicit higher participation in JDRF activities and events.

The other issue that reflected a high level of concern was that six out of nine parents stressed the importance of educating the general population on type 1 diabetes. Parents specifically mentioned education at school. Not only do their children have to cope with dealing with the high demands of taking care of their own diabetic condition, but also with the psychological and emotional stress of other students mocking them due to ignorance about the disease. One mother went as far as to suggest that there should be a law mandating type 1 diabetes education at school.

### **Other findings**

Cross cultural communication issues became evident during the interviews. The findings reflect that concepts such as self-support groups are not as common in the Latino culture. Latinos tend to feel the need to take care of problems within their own families without getting outside help.

Other findings revealed that families are acquiring Spanish materials and resources from Kaiser Permanente. They are also attending events hosted by Kaiser. It could be beneficial for JDRF to strengthen its existing relationship with Kaiser in hopes of partnering on these events held in the South Bay.

### **Recommendations**

**1. Recommendation:** Increase awareness and education for the general population in the South Bay area.

**Proposed Plan of Action:** Initial contact has been established with the National City Collaborative (NCC) /Family Resource Center (FRC). The purpose is for the Juvenile Diabetes Research Foundation (JDRF) to have an active presence in NCC/FRC in order to generate awareness of JDRF events and volunteer support group, as well as to help educate the community about type 1 diabetes.

If JDRF chooses to follow this action, we believe that in three months, they will be better known by the 50 NCC community organizations. Thus some valuable partnerships are bound to emerge from these new relationships. Among the key partners is the National City School District which will be a fundamental agent to promoting information, education and awareness about diabetes in the school system. The initial steps will be for JDRF to present at the NCC meeting in October and to attend the National City Middle School Resource Fair in late August. In six months, JDRF will have established a relationship with organizations where the reciprocity and self interest



characteristics strengthens the JDRF Community Action Plan. This could lead to more direct access to schools in order to implement education and awareness about type 1 diabetes. It is possible that in one year, through the partnerships and relationships with those key National City Organizations, as well as with the schools, JDRF will have direct exposure to the parents, students, faculty and staff from the schools in National City.

**2. Recommendation:** Recruit an intern to assist with outreach efforts in the South Bay.

**Plan of Action:** Partner with the School of Social Work at San Diego State University (SDSU). Contact has already been established with Amalia Hernandez, Field Education Faculty of the School of Social Work at SDSU. The second part of the action plan involves partnering with the Consensus Organizing Center at SDSU in regards to recruiting interns. JDRF will benefit from having an intern who is familiar with the concept of community Consensus Organizing and The Consensus Organizing Center would further its mission by providing the opportunity for students to get involved in more hands-on projects while continuing their studies.

If JDRF chooses to adopt this recommendation we foresee that in three months, the intern would be taking on the foundation of this first phase of the Community Action Plan. In six months, phase two of this Action Plan could be evaluated by the Consensus Organizing Center, who can provide feedback and guidance. In one year, JDRF could have an institutionalized internship position for the Community Action Plan so that every semester there is a new intern with Consensus Organizing knowledge and skills who is in charge of carrying on the plan. This model can then be replicated in other JDRF chapters across the country. This will strengthen JDRF in other communities and will give more exposure to the Consensus Organizing model of Community Organizing.

**3. Recommendation:** To educate students, parents, teachers, principals, administrators and school nurses within schools in the South Bay communities.

**Plan of Action:** Initial contact has been established with Sara Borbon of the National School District. Borbon coordinates the presentations that are made to the District Advisory Council at their monthly meetings and has invited JDRF staff and volunteers to deliver a presentation in October of this year. Attendees typically include representatives from 10 National City Schools including: parents, principals and administrators. The goal of the presentation will be to teach awareness of type 1 diabetes in the schools and to establish the beginning of an ongoing relationship between JDRF and the National School District.

If this recommendation is followed, we believe that in three months, JDRF educational resources such as the School Advisory Toolkit and the Helping the Students with Diabetes booklet will be introduced and disseminated in South Bay schools. JDRF will also promote the Kids Walk to Cure Diabetes, an educational school fundraising program that raises money to find a cure for diabetes while teaching students about diabetes and the importance of making healthy choices.

In six months, by strengthening the relationship with schools, the above mentioned resources and programs will be better known through a reinforced effort by identified partners and stakeholders, such as parents of children with type 1 diabetes. In one year, schools and its constituents of staff, students and parents, will be familiar and supportive of JDRF, its mission, resources and events. Therefore, it will be quite likely that there will be a significant increase in South Bay participation at JDRF events.

**4. Recommendation:** JDRF should consider using various methods of communication to families in the South Bay.

**Plan of Action:** Send information about Parent Coffees, mentorships and Family Network events via snail mail. It is strongly suggested that the mailings be in English and Spanish. JDRF should also consider making phone calls to families in the South Bay, as it is proven to be an impactful mode of communication. Communicating to families by phone can be part of the responsibilities assigned to the intern.

If JDRF chooses to follow this recommendation we project that in three months there will be a noticeable increase in participation that will be strengthened and will consistently grow in the next six months. In a year we foresee that more parents from the South Bay will become engaged JDRF volunteers, and they will be able to better carry out JDRF's message and mission to the general public.

**5. Recommendation:** Provide adequate Spanish materials to families.

**Plan of Action:** According to the Executive Director there is a packet of Spanish materials available, but the agency needs to make better use of this since not all staff is aware that it exists and none of the families interviewed mentioned the insertion of Spanish materials in the Bag of Hope. If producing additional Spanish materials is too costly, then include in the Bag of Hope, a single page that lists resources of where parents can access supplementary information in Spanish. JDRF Mexico has excellent informational resources on their website <http://www.find.org.mx/diabetes-tipo-1/>. There is an opportunity for JDRF San Diego to utilize the Spanish materials that JDRF Mexico already has. This action would foster a closer relationship between JDRF Mexico and JDRF in the United States.

**6. Recommendation:** JDRF should make additions to the Bag of Hope request form.

**Plan of Action:** Add a box for families to check if they prefer the following: To receive material in Spanish or another language; and to receive communication by phone, email or mail.

This recommendation was accepted immediately by the Executive Director and it was agreed that this was an example of how a simple change could make a great difference. By implementing these minimal additions, Spanish materials will be included in the Bag of Hope and the very first step of the relationship and communication between JDRF and the parents of the newly diagnosed will be favorably impacted.

**7. Recommendation:** JDRF should try to hand-deliver Bags of Hope to newly diagnosed families in the South Bay.

**Plan of Action:** Find an intern or volunteers to hand-deliver the Bags of Hope. Since personal contact is highly valued in the Latino culture, this can be a more effective way to deliver the Bag of Hope. This may be part of the duties assigned to the Social Work intern after going through the JDRF outreach training.

If this recommendation is adopted it will have a paramount impact in the relationship of JDRF and the parents. We believe that if this action takes place, the measurement of participation from parents in the South Bay area will increase dramatically in just one year, and will continue to grow and strengthen.

**8. Recommendation:** Hold an event in the South Bay in hopes of encouraging families to get more involved with JDRF and the volunteer-driven support groups such as Parent Coffees and Family Network events.

**Plan of Action:** JDRF will hold a small gathering event at Olivewood Gardens in National City on August 28, 2011. JDRF parents and experienced volunteers, Gloria Valadez, Kim Bush and Lisa Lamb will attend to speak to the South Bay families. South Bay families will be mailed a flyer invitation and receive a follow up phone call. These actions prove that JDRF has heard

what the needs are of the families. This South Bay event, located in the heart of National City, will be the beginning of many to come. See Appendix B for the invitation flyer to the event.

From our meeting with the JDRF Executive Director, we have reason to believe that many of the presented recommendations will be adopted. Mr. McParland was very open and receptive to the Community Action Plan research, findings, and recommendations. He even offered further alternatives and suggestions to strengthen community outreach in Spanish by using Public Service announcements in the Spanish radio stations in the South Bay. Going forward JDRF will be making necessary changes within the organization in hopes of becoming more responsive to the South Bay Community.

For a brief follow up report on actions taken in support of the plan see, Appendix C.

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# South Bay Community Action Plan

## Appendix A: Interview with South Bay Parents

Name or Interviewee: [REDACTED]  
Name of diagnosed: [REDACTED]  
Date and time of Interview: 7/13/2011, 7:30 PM (Interview #1)

Question	Answer	Comments
1. How are you and your son or daughter doing since the diagnosis date?	Well	
2. Concerning the materials in the Bag of Hope. What did you find most useful? What did you find least useful? -Depending on the answer, if they have not read the materials, ask: Why?	Everything was useful. Most useful: 1) The children's book and 2) the booklet Guide for restaurants so they can count calories and carbs (they don't use it any more since they have now the experience and now how to count calories and carbs at restaurants. 3) The bear. 4) The counter/timer	
3. Would you have read the materials if they were in another language?	It was OK that the materials were in English.	
4. Now that ____ months have passed, looking back, is there anything that you feel would have helped you if we had included it in the Bag of Hope?	Everything was useful	
5. Thank you. Mr. /Mrs. _____ this is the kind of information we need to find out directly from you, so that we can make those materials available to you and to families, who like you, would benefit from them. We will not be able to do this without you. We need your help to express if there is a need for materials in Spanish. So we are contacting	(This question was not asked since she answered that the it was OK for materials to be in English)	

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many other families like you in the South Bay community. We want to know if materials in Spanish are something that will work for you.		
-If the answer is “no”- Why?	N/A	
6. Have you ever attended Family network events of Parent Coffees? -If the answer is “yes” – Good, tell me about it. What was the most helpful?	No.	
-If the answer is “no”- Why?	She used to work. But right now she’s not working and she thinks that now she can attend.	
7. Would you and your family be happy to attend these events if they were at a time that would be a better schedule for your family?	Yes	
8. Would you be happy to attend if they took place in National City?	Yes	
9. We want to know if these kinds of events will work for you.	She has never attended but she thinks they would be helpful. She also wanted to know more about what she was supposed to do or what was expected of parents attending Parent Coffees.	It seemed to me that she was being polite by saying that attending the events would be helpful. She seemed to feel that she knew well how to deal with her daughter’s condition. It seemed that if she “recognized” that she needed help or support groups would reflect poorly on her. This might be a reflection of her own culture; in Mexico, typically the family is close knit and deals with all that comes their way without asking and/or requiring help from “outsiders” (even friends are considered “outsiders” in some situations). I expanded a little in the



# South Bay Community Action Plan

		benefits of parents just getting to know other parents with type 1 diabetes and how that helps just to talk and share ideas.
10. Do you know of other parents/families that would benefit from these events in the South Bay area?	Her brother has type 2 diabetes (2 years since diagnosed).	
11. Is there anything that you can think of that would be good for you and for other parents in the area that we have not addressed yet?	Not that she can think of	
12. Is there anybody or any organization or institution (e.g. school, medical center, church), that you think we should contact? Is there anybody in particular, within that organization that you know and would you introduce us to them?	The nurse at the school, Anna, is wonderful. Also the group 6 to 6 at YMCA. They used to take very good care of [REDACTED]. Since Mrs. [REDACTED] worked [REDACTED] would regularly attend the 6 to 6 program. It would be fantastic if the 6 to 6 staff could be trained on type 1 diabetes. They had no previous training on how to deal with the condition.	
13. How can JDRF increase awareness of JDRF support services and events, such as Parent Coffees, Family Network events, Diabuddies events and the Walk to Cure Diabetes?	She receives a lot of e-mails from JDRF but she does not open her e-mail often. It would be better if regular snail mail was used. It would be easier to remember if one received something printed by mail.	
<b>Additional Comments:</b>	She thinks that she would assist to more events if they took place in the South Bay area.	[REDACTED] was very attentive to the interview questions. It was obvious to the interviewer that she thought her answers carefully and took the interview very seriously.

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## Appendix A: Interview with South Bay Parents

Name or Interviewee: [REDACTED]

Name of diagnosed: [REDACTED]

Date and time of Interview: 7/16/2011, 6PM (Interview #2)

Question	Answer	Comments
1. How are you and your son or daughter doing since the diagnosis date?	[REDACTED] is fine	
2. Concerning the materials in the Bag of Hope. What did you find most useful? What did you find least useful? -Depending on the answer, if they have not read the materials, ask: Why?	Most useful; the book	She did not specify which book
3. Would you have read the materials if they were in another language?	No, English is fine	
4. Now that ____ months have passed, looking back, is there anything that you feel would have helped you if we had included it in the Bag of Hope?	No. All was OK	
5. Thank you. Mr. /Mrs. _____ this is the kind of information we need to find out directly from you, so that we can make those materials available to you and to families, who like you, would benefit from them. We will not be able to do this without you. We need your help to express if there is a need for materials in Spanish. So we are contacting many other families like you in the South Bay community. We want to know if materials in Spanish are something that will work for you.	(This question was not asked since she answered that the it was OK for materials to be in English)	

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-If the answer is “no”- Why?	N/A	
6. Have you ever attended Family network events of Parent Coffees? -If the answer is “yes” – Good, tell me about it. What was the most helpful?	No because her daughter is type 2 diabetes	Interviewer was confused by this answer, attempted to explore more but [REDACTED] was not very open.
-If the answer is “no”- Why?	(This question was not asked based on the answer to the previous question)	
7. Would you and your family be happy to attend these events if they were at a time that would be a better schedule for your family?	She works and gets out of work at 10 PM	
8. Would you be happy to attend if they took place in National City?	It depends on her schedule	
9. We want to know if these kinds of events will work for you.	She does not know	[REDACTED] was not very open to exploring what the events were about and how they could provide help and/or support
10. Do you know of other parents/families that would benefit from these events in the South Bay area?	No	
11. Is there anything that you can think of that would be good for you and for other parents in the area that we have not addressed yet?	No	
12. Is there anybody or any organization or institution (e.g. school, medical center, church), that you think we should contact? Is there anybody in particular, within that organization that you know and would you introduce us to them?	No	
13. How can JDRF increase awareness of JDRF support services and events, such as Parent Coffees, Family Network events, Diabuddies events and the	No	

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Walk to Cure Diabetes?		
<b>Additional Comments:</b>	No	██████████ was not very open to the interview. She was polite but not interested at all and it was not possible to establish the connection that would have allowed the interviewer to gather more information

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### Appendix A: Interview with South Bay Parents

Name or Interviewee: [REDACTED]

Name of diagnosed: [REDACTED]

Date and time of Interview: 7/18/2011. 6 PM. This interview was conducted in person at their home. (Interview #3)

Question	Answer	Comments
1. How are you and your son or daughter doing since the diagnosis date?	OK	
2. Concerning the materials in the Bag of Hope. What did you find most useful? What did you find least useful? -Depending on the answer, if they have not read the materials, ask: Why?	Most useful; the information and the little bear	
3. Would you have read the materials if they were in another language?	Yes	[REDACTED] her son, would read it in English and then tell her in Spanish. So the son became her translator
4. Now that ____ months have passed, looking back, is there anything that you feel would have helped you if we had included it in the Bag of Hope?	No, everything in the bag was useful and helpful	
5. Thank you. Mr. /Mrs. _____ this is the kind of information we need to find out directly from you, so that we can make those materials available to you and to families, who like you, would benefit from them. We will not be able to do this without you. We need your help to express if there is a need for materials in Spanish. So we are contacting many other families like you in the	Yes, materials in Spanish would have been very useful for her	

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South Bay community. We want to know if materials in Spanish are something that will work for you.		
-If the answer is “no”- Why?	N/A	
6. Have you ever attended Family network events of Parent Coffees? -If the answer is “yes” – Good, tell me about it. What was the most helpful?	No	She works different shifts at a fast food restaurant and it is hard for her to schedule. She does not speak English and does not feel she could interact with other parents. Fidel attended some kind of event with JDRF but everybody spoke only English. The interviewer explained to her that one of the purposes of this Community Action plan effort was for parents in South Bay to meet each other and create their own groups, and that there were bound to be more Spanish speaking parents in this area. This information encouraged her to attend.
-If the answer is “no”- Why?	Her work schedule and her not speaking English	
7. Would you and your family be happy to attend these events if they were at a time that would be a better schedule for your family?	She would now that she understands better the concept of “Parent Coffees” and if there are more Spanish speaking parents attending	
8. Would you be happy to attend if they took place in National City?	Yes, and especially since there will be more women who speak Spanish	
9. We want to know if these kinds of events will work for you.	They would if her schedule permits. She feels that her son needs to interact more with other children with type 1 diabetes.	██████████ expressed deep concern about her son. She said that ever since he was diagnosed his character changed, he has become too serious, and even she would say “amargado”

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		<p>(sour). He is embarrassed about it and he does not want anybody at school to know that he's type 1 diabetes. The Nurse at school was fabulous with him and he became very close to her (he will be changing schools this upcoming school year.</p> <p>She and [REDACTED] have been invited to events by Kaiser Permanente and they have attended, the invitations they send are mailed and are in Spanish. This is makes it easier for her to participate.</p> <p>She goes to Kaiser Permanente (the location near Children's hospital) every three months for [REDACTED] check up. They are very supportive; provide a very good service and materials and events in Spanish.</p>
10. Do you know of other parents/families that would benefit from these events in the South Bay area?	No	<p>She would like to know other people with children with type 1 diabetes specially the age of [REDACTED] (currently 15) She feels that [REDACTED] really needs to interact more with children his age and to make friends. Type 1 diabetes has isolated him enormously.</p>
11. Is there anything that you can think of that would be good for you and for other parents in the area that we have not addressed yet?	It would be good to provide more information in schools for those who don't know about type 1 diabetes, that way children would not become so isolated at school	<p>[REDACTED] had experiences of been mocked at and laughed at by groups of kids at school that was particularly hard for him to cope with and it pushed him to isolation. It is the nurse at school who became his major support</p>
12. Is there anybody or any organization or institution (e.g. school, medical center, church), that you think we should contact? Is there anybody in particular, within that organization	She couldn't think of anything at this point	

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that you know and would you introduce us to them?		
13. How can JDRF increase awareness of JDRF support services and events, such as Parent Coffees, Family Network events, Diabuddies events and the Walk to Cure Diabetes?	She couldn't think of anything at this time	
<b>Additional Comments:</b>	She would really love it if we could help Fidel get to know more kids with type 1 and make friends with them so that he wouldn't be so isolated. She is very concerned about his solitude and the "complex" he has developed concerning his condition	The interviewer told [REDACTED] that she would introduce her to Gloria Valadez who is a volunteer in JDRF and has a son close to [REDACTED] age. [REDACTED] is very open and portrays much warmth and kindness. She does not lead an easy life. Her husband is a second marriage, not [REDACTED]'s father, and does not get along too well with Fidel. She has no phone at home and the mobil number that I called was her husband's, who told me that I should go on Monday that was her day off, but forgot to give her the message, so when I arrived at their apartment it was a surprise for her. The only way to reach her is through her husband's cell phone or to go in person to hear house. She has an e-mail account but no computer so she never checks her e-mails. Snail mail would be a good way to keep her informed about events.



# South Bay Community Action Plan

## Appendix A: Interview with South Bay Parents

Name of Interviewee: [REDACTED]

Name of diagnosed: [REDACTED]

Date and time of Interview: 7/18/2011. 8:20 PM (Interview #4)

Question	Answer	Comments
1. How are you and your son or daughter doing since the diagnosis date?	[REDACTED], who is 9 years old, lies about what she eats. She hides to eat what she shouldn't eat.	[REDACTED] was very articulate about this situation right from the beginning of the conversation. She sounded overwhelmed and in need to vent. [REDACTED] was diagnosed on 6/10 barely a year ago. [REDACTED] seems to be struggling with trying to get [REDACTED] to understand that not following the rules can have very serious consequences – even death- but [REDACTED] is reveling and not adjusting well to taking care of herself. This clearly makes [REDACTED] anxious
2. Concerning the materials in the Bag of Hope. What did you find most useful? What did you find least useful? -Depending on the answer, if they have not read the materials, ask: Why?	Most useful, the bag itself, [REDACTED] uses the BOH for the medicines to take to school. The book on how hard it is to raise a kid with type 1 diabetes and the book for restaurants with calories and carbs count	
3. Would you have read the materials if they were in another language?	For her English is OK	
4. Now that ____ months have passed, looking back, is there anything that you feel would have helped you if we had included it	It was very hard for them to find a bracelet for [REDACTED] stating that she has type 1 diabetes. She suggests that a simple bracelet (it can be plastic) is included in the BOH so that the	

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in the Bag of Hope?	diagnosed can start wearing it right away	
5. Thank you. Mr. /Mrs. _____ this is the kind of information we need to find out directly from you, so that we can make those materials available to you and to families, who like you, would benefit from them. We will not be able to do this without you. We need your help to express if there is a need for materials in Spanish. So we are contacting many other families like you in the South Bay community. We want to know if materials in Spanish are something that will work for you.	(This question was not asked since she answered that the it was OK for materials to be in English)	
-If the answer is "no"- Why?	N/A	
6. Have you ever attended Family network events of Parent Coffees? -If the answer is "yes" – Good, tell me about it. What was the most helpful?	She has received the information but she has never attended	
-If the answer is "no"- Why?	Her husband starts working at 2 PM She would like him also to get involved, so it would be good if they were scheduled before 2 PM	She expressed that her husband does not really want to accept the situation, so she is the one who is fully dealing with teaching [REDACTED] and educating her about taking care of herself. [REDACTED] character changed with when she was diagnosed and she takes advantage of her father's "denial" of the situation to eat what she wants sometimes and not follow the rules and he does not help in reinforcing the rules the mother is trying to.
7. Would you and your family be happy to attend these events if they were at a time	Yes (as mentioned above)	

### South Bay Community Action Plan

that would be a better schedule for your family?		
8. Would you be happy to attend if they took place in National City?	Yes	
9. We want to know if these kinds of events will work for you.	She thinks that they might help her and her husband better cope with the situation	
10. Do you know of other parents/families that would benefit from these events in the South Bay area?	One of her sisters has type 2 diabetes	
11. Is there anything that you can think of that would be good for you and for other parents in the area that we have not addressed yet?	She cannot think of anything at this time	
12. Is there anybody or any organization or institution (e.g. school, medical center, church), that you think we should contact? Is there anybody in particular, within that organization that you know and would you introduce us to them?	Not that she could think of now. But she suggested that there should be fun educational ways to teach children about diabetes 1. Like a show of puppets or something that is presented at school so that they don't make the diabetic child feel like there's something wrong with them	██████████ suggested that there should be more awareness campaigns to the general population at all levels.
13. How can JDRF increase awareness of JDRF support services and events, such as Parent Coffees, Family Network events, Diabuddies events and the Walk to Cure Diabetes?	She cannot think of anything at this time, but if she does she will call the interviewer	
<b>Additional Comments:</b>	She is a full time mother, with a baby of months. She rarely checks her e-mails, she would prefer to get notifications by regular snail mail	

# South Bay Community Action Plan

## Appendix A: Interview with South Bay Parents

Name or Interviewee: [REDACTED]

Name of diagnosed: [REDACTED]

Date and time of Interview: 7/28/2011, 7:30 PM (Interview #5)

Question	Answer	Comments
1. How are you and your son or daughter doing since the diagnosis date?	Well	
2. Concerning the materials in the Bag of Hope. What did you find most useful? What did you find least useful? -Depending on the answer, if they have not read the materials, ask: Why?	They did not receive a BOH	
3. Would you have read the materials if they were in another language?	N/A	She didn't receive a BOH / Materials in Spanish would have been useful
4. Now that ____ months have passed, looking back, is there anything that you feel would have helped you if we had included it in the Bag of Hope?	N/A	They basically had to learn day by day on their own. It would have helped to have materials with information about what to do. The information they get is from their doctor and they have learned little by little on their own.
5. Thank you. Mr. /Mrs. _____ this is the kind of information we need to find out directly from you, so that we can make those materials available to you and to families, who like you, would benefit from them. We will not be able to do this without you. We need your help to express if there is a need for materials in Spanish. So we are contacting many other families like you in the South Bay community.	Materials in Spanish or English would be OK	

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We want to know if materials in Spanish are something that will work for you.		
-If the answer is “no”- Why?	N/A	
6. Have you ever attended Family network events of Parent Coffees? -If the answer is “yes” – Good, tell me about it. What was the most helpful?	No	
-If the answer is “no”- Why?	She has not attended. All she has received is something they sent her from the hospital	██████████ was not very clear in answering this question. She was on her cellular phone at a store when we first established contact, and during the interview it seemed that she was walking and there were moments when communication was not very clear.
7. Would you and your family be happy to attend these events if they were at a time that would be a better schedule for your family?	Yes if they took place after 7 PM or Wednesdays after 5 PM	
8. Would you be happy to attend if they took place in National City?	Yes	
9. We want to know if these kinds of events will work for you.	She doesn't know	
10. Do you know of other parents/families that would benefit from these events in the South Bay area?	In her family there are other diabetics but only her daughter has type 1. There is another girl at school who has type 1 diabetes, she will tell them about our picnic on August 28	
11. Is there anything that you can think of that would be good for you and for other parents in the area that we have not addressed yet?	Train/ inform people at school Many teachers don't know about type 1 diabetes and even with the doctor's note, they would not	

## South Bay Community Action Plan

	allow her to go to the restroom or to give her the time to go to test her blood. Many teachers don't understand the needs of type 1 diabetes. The biggest problem they have encountered is the ignorance that prevails about this condition and it is very hard to live with it. Sometimes she thinks there should be a mandatory class by law to make the population aware of this.	
12. Is there anybody or any organization or institution (e.g. school, medical center, church), that you think we should contact? Is there anybody in particular, within that organization that you know and would you introduce us to them?	She couldn't think of any at this time	
13. How can JDRF increase awareness of JDRF support services and events, such as Parent Coffees, Family Network events, Diabuddies events and the Walk to Cure Diabetes?	She could not think of anything at this time	
<b>Additional Comments:</b>	She would prefer notifications to be sent by regular mail. She changed address: [REDACTED] She also checks her e-mail sporadically [REDACTED]	<b><u>She moved, her address needs to be updated in JDRF database.</u></b> Her moving might have been the reason why she didn't receive the BOH

## South Bay Community Action Plan

### Appendix A: Interview with South Bay Parents

Name or Interviewee: [REDACTED]

Name of diagnosed: [REDACTED]

Date and time of Interview: 7/28/2011, 8 PM (Interview #6)

Question	Answer	Comments
1. How are you and your son or daughter doing since the diagnosis date?	Good they are doing good	** [REDACTED] s currently attending JDR camp
2. Concerning the materials in the Bag of Hope. What did you find most useful? What did you find least useful? -Depending on the answer, if they have not read the materials, ask: Why?	Most useful: 1) the information, 2) the extra meter, 3) the bear (he has it in his room) 4) the whole packet, but most importantly the message that there is hope to find a cure one day. There was nothing least useful	It is important to highlight that the bag and its contents is as important as the message of hope: <b><u>"most importantly the message that there is hope to find a cure one day"</u></b>
3. Would you have read the materials if they were in another language?	No need to. Although she speaks Spanish, she is totally bilingual, either language would have worked well for her	
4. Now that ____ months have passed, looking back, is there anything that you feel would have helped you if we had included it in the Bag of Hope?	Cannot think of anything, she thinks the BOH is perfect	
5. Thank you. Mr. /Mrs. _____ this is the kind of information we need to find out directly from you, so that we can make those materials available to you and to families, who like you, would benefit from them. We will not be able to do this without you. We need your help to express if there is a need for materials in Spanish. So we are contacting many other families like you in the South Bay community.	N/A	

## South Bay Community Action Plan

We want to know if materials in Spanish are something that will work for you.		
-If the answer is “no”- Why?		
6. Have you ever attended Family network events of Parent Coffees? -If the answer is “yes” – Good, tell me about it. What was the most helpful?	No, they take place mostly in North County and early in the morning. She would prefer it closer to home and at evening time	
-If the answer is “no”- Why?	They currently take place far away and in the mornings	
7. Would you and your family be happy to attend these events if they were at a time that would be a better schedule for your family?	Yes	
8. Would you be happy to attend if they took place in National City?	Yes	
9. We want to know if these kinds of events will work for you.	Yes	
10. Do you know of other parents/families that would benefit from these events in the South Bay area?	Her supervisor’s brother in law is type 1 diabetes, she will get his name and phone number for us so he can attend the picnic	
11. Is there anything that you can think of that would be good for you and for other parents in the area that we have not addressed yet?	She could not think of anything else at this time	
12. Is there anybody or any organization or institution (e.g. school, medical center, church), that you think we should contact? Is there anybody in particular, within that organization that you know and would you introduce us to them?	She could not think of any at this time	
13. How can JDRF increase awareness of JDRF	By making more events in the South Bay	



## South Bay Community Action Plan

support services and events, such as Parent Coffees, Family Network events, Diabuddies events and the Walk to Cure Diabetes?		
<b>Additional Comments:</b>	<p>██████ is an amazingly brave boy; he was only 8 when he was diagnosed. He has taken such responsibility of himself and is such an example of courage for them, as a family. He has many friends at school He chose not to announce to his class that he was diabetic and they have respected his decision.</p>	<p>** Although JDRF does not have a camp, she said camp. It might have been another kind of event, or even not a JDRF event, but that's how she referred to it.</p>

# South Bay Community Action Plan

## Appendix A: Interview with South Bay Parents

Name or Interviewee: [REDACTED]

Name of diagnosed: [REDACTED]

Date and time of Interview: 7/28/2011, 7:20 PM (Interview #7)

Question	Answer	Comments
1. How are you and your son or daughter doing since the diagnosis date?	She's doing well. She has good days and bad days. She was diagnosed on 2/25/2011. So they are basically going through it one day at a time	
2. Concerning the materials in the Bag of Hope. What did you find most useful? What did you find least useful? -Depending on the answer, if they have not read the materials, ask: Why?	All the information materials were useful, especially the video. The video was particularly useful since she took it to school to teach other students. They didn't know why she was gone from school for so long, so this helped them understand what Theresa was going through. The least useful in the BOH were the B&B brochures (?), since they already had them	
3. Would you have read the materials if they were in another language?	Yes, in Spanish	
4. Now that ____ months have passed, looking back, is there anything that you feel would have helped you if we had included it in the Bag of Hope?	Everything in the BOH came in handy.	
5. Thank you. Mr. /Mrs. _____ this is the kind of information we need to find out directly from you, so that we can make those materials available to	Yes, Spanish materials would be very useful	

# South Bay Community Action Plan

you and to families, who like you, would benefit from them. We will not be able to do this without you. We need your help to express if there is a need for materials in Spanish. So we are contacting many other families like you in the South Bay community. We want to know if materials in Spanish are something that will work for you.		
-If the answer is “no”- Why?	N/A	
6. Have you ever attended Family network events of Parent Coffees? -If the answer is “yes” – Good, tell me about it. What was the most helpful?	Not yet, she has been basically overwhelmed. She has received information by e-mail, but doesn’t check her e-mails very often.	
-If the answer is “no”- Why?	She has been too busy	Her daughter was diagnosed barely 5 months ago. They are going through the adaptation process.
7. Would you and your family be happy to attend these events if they were at a time that would be a better schedule for your family?	She would, she will when she finds more time. Currently, she and her family are adjusting. Their life was literally turned upside down. They had to change many routines and habits. But once they are more adjusted, she would like to attend.	
8. Would you be happy to attend if they took place in National City?	Yes	
9. We want to know if these kinds of events will work for you.	Yes, it will be good to attend and share experiences with other parents	
10. Do you know of other parents/families that would benefit from these events in the South Bay area?	No	
11. Is there anything that you can think of that	Please educate kids and schools on this	

## South Bay Community Action Plan

would be good for you and for other parents in the area that we have not addressed yet?	disease. Kids make fun of Theresa and can be very mean. It is important to teach them to learn the difference between type 1 and type 2 diabetes. People are so poorly informed that they make unfair judgments; some even asked her if she wasn't taking appropriate care of the meals of her daughter as if to blame her for her daughter's condition. This is very hard to cope with when you are already, as a parent, asking yourself: what have I done wrong? Education to the general public is paramount	
12. Is there anybody or any organization or institution (e.g. school, medical center, church), that you think we should contact? Is there anybody in particular, within that organization that you know and would you introduce us to them?	Schools need to be better informed on how to deal with this disease	
13. How can JDRF increase awareness of JDRF support services and events, such as Parent Coffees, Family Network events, Diabuddies events and the Walk to Cure Diabetes?	JDRF should reach out to schools, reaching out to PTAs and parent's meetings so that schools and students are well informed about type 1 diabetes.	
<b>Additional Comments:</b>		

# South Bay Community Action Plan

## Appendix A: Interview with South Bay Parents

Name or Interviewee: [REDACTED]

Name of diagnosed: [REDACTED]

Date and time of Interview: 7/28/2011, 8:00 PM (Interview # 8)

Question	Answer	Comments
1. How are you and your son or daughter doing since the diagnosis date?	He's OK. He hasn't become depressed, but it has affected him mainly in sports. He used to be very sportive and now he cannot participate in sports. This has been a major challenge for him. A major lifestyle change, although he has taken a very responsible attitude towards the disease.	[REDACTED] was diagnosed on 5/24/2011
2. Concerning the materials in the Bag of Hope. What did you find most useful? What did you find least useful? -Depending on the answer, if they have not read the materials, ask: Why?	The information was useful for her son. He speaks English and he read it.	
3. Would you have read the materials if they were in another language?	Yes, Spanish	
4. Now that ____ months have passed, looking back, is there anything that you feel would have helped you if we had included it in the Bag of Hope?	The BOH was good and she cannot think of anything that could improve it, other than adding materials in Spanish.	
5. Thank you. Mr. /Mrs. _____ this is the kind of information we need to find out directly from you, so that we can make those materials available to you and to families, who like you, would benefit from them. We will not be able to do this without you. We need your help to express if there is a need for materials in Spanish. So we are contacting many	Yes, Spanish materials would be very good	

### South Bay Community Action Plan

other families like you in the South Bay community. We want to know if materials in Spanish are something that will work for you.		
-If the answer is "no"- Why?	N/A	
6. Have you ever attended Family network events of Parent Coffees? -If the answer is "yes" – Good, tell me about it. What was the most helpful?	No	
-If the answer is "no"- Why?	She doesn't know what events	It's been barely 2 months since [REDACTED] was diagnosed so it seems to the interviewer that Mrs. [REDACTED] is still not very familiar with all the JDRF support activities and networks
7. Would you and your family be happy to attend these events if they were at a time that would be a better schedule for your family?	She doesn't know the schedules yet, but she would like to attend	
8. Would you be happy to attend if they took place in National City?	Yes	
9. We want to know if these kinds of events will work for you.	Yes	
10. Do you know of other parents/families that would benefit from these events in the South Bay area?	Her mother is type 2 diabetes	Because her mother is type 2 diabetes, it has been easier for the family to cope with type 1 diabetes
11. Is there anything that you can think of that would be good for you and for other parents in the area that we have not addressed yet?	The talks that JDRF has given and helping other people understand more about type 1 diabetes. Her son has been lucky in that he has very good friends at school and one of his classmates is type 1 diabetic. This has helped him a lot feeling	

### South Bay Community Action Plan

	that support and not feeling like the only one with the problem.	
12. Is there anybody or any organization or institution (e.g. school, medical center, church), that you think we should contact? Is there anybody in particular, within that organization that you know and would you introduce us to them?	She cannot think about any at this time	
13. How can JDRF increase awareness of JDRF support services and events, such as Parent Coffees, Family Network events, Diabuddies events and the Walk to Cure Diabetes?	She cannot think of anything at this time	
<b>Additional Comments:</b>	The best way to contact her is by phone or by snail mail. She doesn't have e-mail	

# South Bay Community Action Plan

## Appendix A: Interview with South Bay Parents

Name or Interviewee: [REDACTED]

Name of diagnosed: [REDACTED]

Date and time of Interview: 7/23/2011, 7:00 PM (Interview #9)

Question	Answer	Comments
1. How are you and your son or daughter doing since the diagnosis date?	It has been a difficult process but they have learned	[REDACTED] was diagnosed on 1/14/2011
2. Concerning the materials in the Bag of Hope. What did you find most useful? What did you find least useful? -Depending on the answer, if they have not read the materials, ask: Why?	The most useful: The "Rufus" book. [REDACTED] takes it to school. She also loves her Rufus bear The least useful: Too much information that they couldn't access, her husband doesn't speak English. They have Kaiser but apparently it doesn't cover all the things that are recommended in the information. There was also a book in the BOH that they already had because Keiser had provided it for them	
3. Would you have read the materials if they were in another language?	Yes, Spanish	
4. Now that ____ months have passed, looking back, is there anything that you feel would have helped you if we had included it in the Bag of Hope?	No, the BOH was very useful	
5. Thank you. Mr. /Mrs. _____ this is the kind of information we need to find out directly from you, so that we can make those materials available to you and to families, who like you, would benefit from them. We will not be able to do this without you. We need your help to express if there is a need for materials in Spanish. So we	Yes, for her husband it would have been better in Spanish	



# South Bay Community Action Plan

are contacting many other families like you in the South Bay community. We want to know if materials in Spanish are something that will work for you.		
-If the answer is “no”- Why?	N/A	
6. Have you ever attended Family network events of Parent Coffees? -If the answer is “yes” – Good, tell me about it. What was the most helpful?	No	
-If the answer is “no”- Why?	She is aware that they take place but she hasn’t attended. They used to be in the morning, now they are in the evening 6-7 PM and that is a better schedule for her	
7. Would you and your family be happy to attend these events if they were at a time that would be a better schedule for your family?	Yes, evenings	
8. Would you be happy to attend if they took place in National City?	Yes	
9. We want to know if these kinds of events will work for you.	She attended an Open House in La Jolla about 3 or 4 months ago. It included a tour to the medical laboratories and it was very instructive	
10. Do you know of other parents/families that would benefit from these events in the South Bay area?	She doesn’t know anybody and would like to, so yes, she thinks her family would benefit from events in the South Bay area	
11. Is there anything that you can think of that would be good for you and for other parents in the area that we have not addressed yet?	She cannot think about anything at this time	
12. Is there anybody or any organization or institution (e.g. school, medical center, church), that you think we should	She cannot think about anything at this time	

### South Bay Community Action Plan

contact? Is there anybody in particular, within that organization that you know and would you introduce us to them?		
13. How can JDRF increase awareness of JDRF support services and events, such as Parent Coffees, Family Network events, Diabuddies events and the Walk to Cure Diabetes?	She cannot think about anything at this time	
<b>Additional Comments:</b>		



**San Diego Chapter**

## SOUTH BAY FAMILY NETWORK EVENT



Sunday, August 28  
12:00pm-3:00pm  
Olivewood Gardens  
2525 N Avenue  
National City, CA 91950

**This is a **FREE EVENT!!!****  
**Please bring your own lunch and blanket**  
**or chairs for the picnic area.**

Please join us for a fun afternoon and connect with other South Bay families living with type 1 diabetes. You will have the opportunity to meet people who understand and share your concerns and questions in a casual, friendly setting. This is a great way to meet new families and have your children interact with other kids with diabetes.

There is no cost to be part of the network and all families living with type 1 diabetes are welcome. The Network works through the JDRF San Diego Chapter, but all activities are organized and coordinated by volunteers. If you would like to join the Network or get more information, please contact Alexis Rodriguez at the JDRF office at (858) 597-0240 or [arodriguez@jdrf.org](mailto:arodriguez@jdrf.org).



**San Diego Chapter**

## EVENTO FAMILIAR EN SOUTH BAY



Domingo 28 de Agosto  
De 12:00 pm a 3:00 pm  
Olivewood Gardens  
2505 N Avenue  
National City, CA 91950

**¡Este evento es **GRATUITO!****

**¡Y es un picnic!**

**Por favor traigan su propio lunch  
y mantas o sillas portátiles para sentarse  
en el jardín.**

Por favor vengan a disfrutar de una tarde de diversión. Podrán conocer y conectarse con otras familias de South Bay que viven con diabetes tipo 1.

Ustedes tendrán la oportunidad de conocer gente que comprende y comparte sus preocupaciones y preguntas en un ambiente casual y amigable. Esta es una excelente manera de conocer nuevas familias y que sus hijos interactúen con otros chicos y chicas con diabetes tipo 1.

No hay costo alguno para ser parte de las redes de apoyo. Todas las familias que viven con diabetes tipo 1 son bienvenidas. Las redes de apoyo funcionan a través de JDRF en San Diego, pero todas las actividades son coordinadas y organizadas por voluntarios.

Por favor, si quieren formar parte de la red de apoyo, comuníquense con Alexis Rodriguez en la oficina de JDRF en San Diego al teléfono (858) 597-02-40 o al correo electrónico [arodriguez@jdrf.org](mailto:arodriguez@jdrf.org)

## South Bay Community Action Plan

### Appendix C: Progress Update

#### JDRF and the South Bay Community

##### June 2011 – August 2011

The community picnic at Olive Wood Gardens was held at the end of August. There were four families that attended the event. JDRF's key volunteer, brought her family to the picnic and welcomed all of the new families. The JDRF Executive Director attended with his wife and was happy to meet the attendees. Most of these families are now participating in the South Bay Parent Coffees. This was the first outing that one of the children had ever been to with other kids who have type 1 diabetes. She quickly befriended these children. This also gave her father an opportunity to talk to parents of children with type 1 diabetes.

One of the volunteers who attended the picnic had a connection to a Spanish news station on channel 33. She was able to get them to agree to film a PSA in Spanish about JDRF and type 1 diabetes. They filmed in September with a child from the South Bay area, the child's father and the JDRF Board President.

JDRF staff and volunteers attended a health resource fair at National City Middle School and presented information about JDRF, Parent Coffees, and the Kids Walk program at the National City District Advisory meeting held at the National City Library in August.

JDRF is scheduled to hold a Kids Walk to Cure Diabetes at four schools in the South Bay including: Hilltop Middle School, El Toyon, Chula Vista High, and Hilltop High School.

JDRF will wait on securing an intern from SDSU or another campus until they are ready to offer a beneficial position for them. JDRF hopes to get this going by next fall.

